



PRACTICE ABSTRACT

Digital technology

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AgroPlatforma - FOR SELLING and BUYING GRAIN IN THE INTERNET ENVIRONMENT

Inga Berzina, Union “Farmers Parliament”, Latvia

AgroPlatforma is the first Internet grain trading platform in Latvia, the Baltics and Europe. It has been developed in Latvia where, with its functionality and capabilities, it represents a new approach to working in the agricultural sector.

On AgroPlatforma, deals in grain can be done faster, more profitably and efficiently with real-time information. The developers of this digital solution anticipate that the tool will increase the total turnover of the industry by up to 15%, as well as give a positive impetus to the industry as a whole.

The platform allows the agricultural sector to implement the opportunities provided by digital technologies both in the form of e-commerce tools, and in communication and digital socialisation.

The price of grain, and the world price exchanges, determines the published price indices, which are used in determining the prices in grain transactions. AgroPlatforma represents a connection not only between the farmer and the grain buyer, but also with the stock exchange. The involvement of both sellers and buyers in transactions on this platform reduces the direct costs of grain procurement and increases the speed and efficiency of pricing processes. The transactions become more transparent, more reliable and thus more beneficial for both farmers and grain buyers.

The solution complements official national statistics, as all transaction data are stored in databases.

Application scenario

Online commerce of grain in an enlarged context; real-time evidence-based decision making for grain trading

Digital technologies

Web application; online platform, data sharing among actors

Socio-economic impact

- Social: information accessibility, traceability, transparency, trust
- Economic: improved efficiency, marketing, individual position in the market, competitiveness

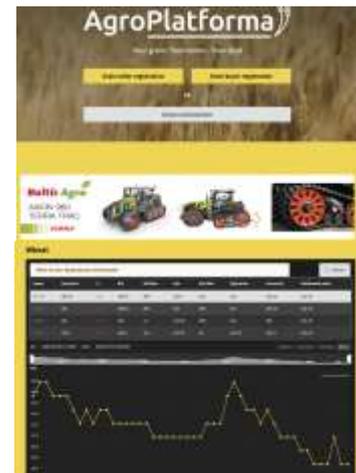
More info:

<http://www.agroplatforma.lv>
<https://www.facebook.com/pages/category/Internet-Company/SIA-AgroPlatforma-365452543969962/>
<https://www.youtube.com/watch?v=zirgJKlnTc4>



Purpose of the tool

The goal of AgroPlatforma is to enable farmers to sell their grain product at the best possible price, as well as to do it quickly, safely and effectively. The platform is developed to improve communication and transparency between farmers and the grain buyers, with a key connection to the stock exchange. In addition, AgroPlatforma is the first innovative digital solution for agricultural companies to ensure a fair and effective approach to grain trade.



Source: AgroPlatforma

Description of the tool

On AgroPlatforma, the Seller can register as a company, farm or individual person and do transactions with a Rural Support Service (RSS) number. The Seller is the owner of the areas, for which it receives area payments. The Buyer, only a company, whose main activity is the purchase, processing and/or marketing of agricultural products, has the necessary resources to complete transactions. Before concluding the Service Agreement, both the Buyer and the Seller are asked by AgroPlatforma to provide information, in order to verify compliance with these requirements. Moreover, making an offer takes only a few minutes and gives the opportunity to specify the conditions for the transaction. The stock market data is available in real-time within the working hours of the stock exchange.

AgroPlatforma provides both market players (farmers and grain buyers) with additional services which allows them to be more confident in decision-making processes, including a stock market notification service, grain market reports, and podcasts with agriculture experts and/or market players.

Areas of socio-economic impacts

Social	Data sharing and information accessibility, traceability, transparency, trust between the engaged actors
Economic	Realtime evidence-based decision making and management. Improved efficiency, Marketing, individual position in the market, competitiveness